



City Council Policy on Sponsorships

I. Purpose of the Policy

The purpose of this sponsorship policy is to set forth guidelines and criteria governing the granting of City of Riverside funds or in-kind services for the purpose of supporting local festivals, special events, community projects or programs. Although the City makes a concerted attempt to limit the amount of General Fund monies expended toward such sponsorship activity, the City recognizes that sponsorships play an important role in supporting our community to market and promote the products and services of Riverside Public Utilities (RPU), as well as to promote the tourism and economic development efforts of the City. For this reason, certain criteria and application requirements may differ slightly for organizations applying for sponsorships from Riverside Public Utilities. It should also be noted that the City Council Policy on Sponsorships does not apply to sponsorship activities *initiated by* the City for strategic marketing purposes to promote business attraction, expansion, and retention.

II. Goals and Objectives

Sponsorship of funds or in-kind services (includes, but is not limited to, contributions of staff, equipment or other services, booth participation, utility bill insertion, bottled water or promotional items) will be considered for special events, community projects or programs designed to accomplish one or more of the following goals and objectives:

- *Promote the City of Riverside as a desirable place to live, visit and do business in.*
- *Promote the City of Riverside as a visitor destination and/or bring tourism-associated revenue to the City.*
- *Enhance the quality of life and well being of the citizenry.*
- *Advance the City's commitment to and pride in being a multicultural community.*
- *Encourage the development of neighborhood identity and pride.*
- *Promote cultural and artistic awareness among the citizenry.*

Additionally, applicants to Riverside Public Utilities for sponsorship of special events, community projects or programs must further RPU's goals and objectives in one or more of the following areas:

- *Customer Education and Information:* Increases customer awareness through community involvement to educate and inform them of the department's electric and water low rates, supply and reliability, current energy and water issues, customer services, safety, research and development projects, renewable energy resources, conservation measures, incentive programs, and other utility related efforts.
- *Customer Relations/Communications/Branding:* Strengthens the department's ties and support of its residential and business customers as well as legislative members within our community by building better customer relations, communications and branding of our locally controlled public power and water utility, and the benefits it provides to the community.

- *Public Benefit Programs:* Promotes one or more of the department's energy programs on conservation, low-income assistance, renewable resources, or research and development that offer incentives or education to all of our customers in the city of Riverside.
- *Water Programs:* Promotes the department's programs on water conservation, water quality and system reliability offering incentives or education on how to save money and precious resources to all of our customers in the city of Riverside.
- *School Educational Programs:* Educates students and their parents about our local customer-owned utility, energy and water related issues, programs and career opportunities.
- *Economic Development:* Communicates the department's ability of providing low rates, reliable service, incentive programs and assistance to encourage significant expansion of existing businesses and attract new businesses to the city of Riverside for the benefit of enhancing electric sales, local jobs and the economic health of the community.

The granting of City funds or in-kind support is evaluated according to the effectiveness and impact the particular special event, community project or program has on the community-at-large. Special attention is paid to sponsorships that promote the attractiveness of the City as a place to visit and/or live, celebrate the heritage of the City and its environs, and/or enrich the character and quality of life of its citizens.

III. General Requirements, Eligibility Criteria and Conditions

The applicant for sponsorship of funds or in-kind services for special events, community projects or programs must meet all of the following requirements, eligibility criteria, and conditions:

1. The applicant shall be a registered nonprofit corporation or organization with tax exempt status.
2. The special event, community project or program supports the aforementioned goals and objectives.
3. Event and promotion must take place within the city of Riverside limits. Some limited exceptions will be made. *Reason(s) for not holding the proposed event or promotion in the City of Riverside must be stated on the application. Exemption from this requirement will be provided on a case-by-case basis and will favor activity promoting the City of Riverside as a desirable place to live, visit and do business in.*
4. The recipient of funds or in-kind services shall provide recognition as a sponsor in exchange for the City's funds or in-kind services in a method consistent with other sponsors. In no event shall the recognition for the department's funds or in-kind services be less than that provided to other sponsors who have contributed the same total financial or in-kind support.
5. The nonprofit corporation must be ready, willing and able to enter a contractual agreement for sponsorship with the City and provide a certificate of liability insurance or proof of self-insurance, if applicable.
6. The nonprofit corporation will comply with the City's Special Events Ordinance (Municipal Code, Chapter 2.28), if applicable, wherein standards and procedures for the issuance of special events permits are set forth.

7. The purpose of the special event, community project or program is not organized around political or religious themes, but serves as a benefit to the City of Riverside community as a whole.
8. The nonprofit corporation will not discriminate on the grounds of race, religious creed, color, national origin, ancestry, age, physical disability, mental disability, medical condition including the medical condition of Acquired Immune Deficiency Syndrome (AIDS) or any condition related thereto, marital status, sex or sexual orientation. Further, the organization must agree to conform to the requirements of the Americans with Disabilities Act.
9. All the application requirements under this policy have been followed.

IV. Application/Award Process

1. An application for sponsorship is required for all organizations requesting city funding or in-kind services from the City of Riverside. Applications are administered through the Office of Management and Budget during the annual application for sponsorship process (October – December).
2. Organizations must apply each year for funds or in-kind services, unless a multi-year sponsorship agreement is executed. With certain exceptions for start-up programs it is not the intention of the City to be a continuing title sponsor or single top contributor for any special event, community project or program.
3. Applications for sponsorship are due on or before December 19, 2003, for funding or in-kind services to be used toward an event, program, or project occurring between July 1, 2004, and June 31, 2005. One application will be accepted per organization per fiscal year. Some limited exceptions may be made.
4. All applications will be reviewed and evaluated according to the sponsorship guidelines stated herein or the organization's ability to advance the City's goals and objectives and meet all the criteria. Special attention is given to the number of city of Riverside customers reached, the direct feedback received from customers as a result of participation, and the ability to enrich the character and quality of life of its customers. Additionally, the value of the Riverside Public Utilities' presence versus another electric or water provider will be a consideration for granting funding or in-kind services by Riverside Public Utilities. Prior year performance and demonstrated fiscal responsibility will also be considered in the decision.
5. Sponsorships in the form of in-kind police services shall be provided at the amount approved in the budget process, regardless as to whether the Chief of Police, or his or her designee, requires an alteration to the Security Plan to provide greater security measures. Police services required over and above the granted amount shall be covered at the applicant's expense and in accordance with Special Events Ordinance (Municipal Code, Chapter 2.28).
6. Approval for any sponsorship is not guaranteed, and is subject to the availability of funds or in-kind services. All targeted funding sources must be listed on the application. The receipt of City funding from more than one City funding source including the City Arts Grants Program administered through the Riverside Arts Council is typically discouraged. Funding allocation may be adjusted if additional funds are obtained from other City departments. The City Manager will make the recommendation for funding to the City Council for consideration and approval

through the Annual Budget process. Budget adoption will signal the approval of sponsorship funding.

7. For sponsorship consideration, an application must be received by 5:00 p.m. on December 19, 2003. Mail or deliver to:

City of Riverside, Office of Management and Budget, Attn: Sponsorships, 3900 Main Street, 6th Floor, Riverside, California 92522.

8. If funds set aside for sponsorship by Riverside Public Utilities are still unprogrammed after the application deadline, applications will be considered on a first-come, case-by-case basis until all available funds have been exhausted.

V. Reporting Requirements

The City of Riverside is accountable to the citizens it serves for ensuring appropriate use of funds and in-kind services. In an effort to ensure appropriate quality control of funds and in-kind services, and monitor that the nonprofit organization's intended outcomes are achieved, the City may conduct site visits and attend the sponsored events.

Additionally, the following documents are required upon completion of the event or at the end of the sponsorship period:

1. Final Narrative Report is required no later than forty-five days after the closing of the special event, community project or program. The Report shall be submitted on the form provided by the City.
2. Financial Report is required upon submittal of the Final Narrative Report. The Report is a detailed financial statement on revenues generated and expenditures.
2. Promotional Materials (fliers, posters, programs, etc.) distributed in marketing the special event, community project or program are also required with the submittal of the Final Narrative Report.